



Armstrong Planning

Planning Department
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

27th November 2023

Dear Sir or Madam

RE: PP- 12628645

**CONSENT FOR TEMPORARY DISPLAY OF A NON-ILLUMINATED ADVERTISEMENT BANNER
ON A SCAFFOLD SHROUD AT 311 GRAYS INN ROAD, LONDON, WC1X 8PX.**

I write on behalf of the applicant, King Media Ltd, to request advertisement consent for the temporary display of a non-illuminated shroud advertisement (5.0m wide x 3.5m high) set within an illustrated scaffold shroud at 311 Grays Inn Road, London, WC1X 8PX (the application site) for a temporary period until 17/07/2024.

The application site is not a listed building, it does however fall within the Kings Cross/St Pancras Conservation Area. The application site does not fall within an area of Special Advertisement Control.

The property is a redbrick four-storey corner building in mixed-use, located at the junction of St. Chad's Street and Gray's Inn Road. Gray's Inn road is a busy commercial road, well-served by public transport.

Advertisement Consent was previously granted at this site (Application Ref: 2023/2004/A) for an eight-month period from 05/06/2023 until 07/02/2024. However, the decision was issued only on 30/08/2023, and works did not begin at the site until 13/11/2023 and the advertisement was not implemented until 14/11/2023.

We are therefore seeking an extension of time period to display the advertisement to account for the delayed implementation of works. There will be no additional impact beyond that which has already been considered acceptable. All other aspects of the advertisement will remain unchanged from that which was previously permitted. For the sake of clarity, there will be no change to the size or positioning of the advert. (Please see the Project Programme submitted as a part of this application)

I am attaching the following documents with this letter to assist determination:

- Location Plan
- Site Plan



- Existing Northeast Elevation
- Existing Southeast
- Proposed Northeast Elevation
- Proposed Southeast Elevation
- Standard Specifications
- Existing View
- Proposed View
- Schedule of Works
- Project Programme
- 'Enhancing the Urban Landscape' Maximus Brochure
- Lighting Specifications

We trust this is satisfactory and we ask the Council to support the applicant and building owner in refurbishing this property, and to grant consent in due course. If any further information is required, please contact David Armstrong on 02032398901 or at david@armstrongplanning.co.uk.

Sincerely,

A large black rectangular redaction box covering the signature area.

DAVID ARMSTRONG BA MRUP MRTPI MIPI